truck industry news

Rock says industry total will hit 4.3 million units

GMC chief sees record '85 sales

By Matt DeLorenzo
Los Angeles Reporter

ANAHEIM, Calif. – Calling the truck market the most dynamic segment of the automotive industry in the past decade, John Rock, manager, GMC Truck & Coach Operation, predicted truck sales would hit a record 4.3 million units in 1985.

That number would best the previous record of 4.1 million units set in 1978.

Rock said GMC expected to close out 1984 with 323,000 sales (280,000 light and 43,000 medium and heavy-duty) which reflects a 17 percent increase in light-duty units; a 56 percent gain in medium-duty, and a 98 percent increase in heavy-duty units. Overall, GMC's sales for 19 were up 22 percent over 1983, he said.

He expects the upward trend to continue into 1985 despite signs that the recovery may be maturing.

For 1985, Rock is projecting GMC sales of 365,000 units, which would break the previous record of 351,000 units set in 1978.

Noting that 1984 is the fourth consecutive year of rising truck sales, Rock said the increasing truck penetration is evidence that consumers are choosing trucks as their primary vehicles.

"The national passion for light trucks was maintained during some of the darkest days of the recession," he said. "Over the last five years, more than 13.5 million light-duty trucks have been sold in the U.S."

Rock said trucks now are considered a functional necessity, and pointed to the popularity of GMC's S-15 Jimmy sport/utility vehicle among women as proof.

"For example, surveys indicate that women are the primary drivers of nearly 30 percent of the 4X4 GMC compact S-15 Jimmy sports utility trucks purchased today."

For 1985, Rock sees "150,000 people switching over from the car side to the truck side for their primary vehicle."

In addition to showing the new Safari compact van and the rest of the vehicles in the GMC line, Ralph Tredway, who is in charge of GMC's light-truck engineering, talked about the 4.3 liter V-6 engine that will be optional in the Safari and the base engine on all GMC full-size light trucks and vans.

The new V-6 replaces the 250-cubic-inch Chevrolet in-line six-cylinder power plant as a base engine. GMC will continue to offer the 5.7-liter gasoline and 6.2-liter diesel V-8s as options.

The 4.3-liter V-6 is rated at 155 HP with 230 foot pounds of torque using a compression ratio of 9.3:1. The engine is also fitted with a four-barrel carburetor.

Dean Forester, director, medium and heavy-duty truck and bus engineering, said GMC also is offering powertrain

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Diagnosis called must for truck mechanics

By Arthur Flax
Assistant Truck Editor

The trucking industry needs people who can maintain vehicles, not overhaul them, according to Blaine Johnson, director of research and development at Ryder Truck Rental, Inc.

Johnson, who participated in a mechanic-training panel at the SAE Truck and Bus Meeting in Dearborn, said Ryder wants "generic" mechanics who can diagnose problems in electronics, fuel systems, engines and air conditioning.

Johnson said Ryder employs some 7,000 mechanics and 900 maintenance supervisors who service about 84,000 trucks.

Most of a mechanic's time is spent lubricating, adjusting and diagnosing trucks, according to Johnson.

"We know how long a vehicle will last," said Johnson. "We don't plan to do any engine or transmission overhauls."

Only 6 percent of a mechanic's time is spent on overhauls, he said.

"The mechanic we demand is one who can diagnose what needs to be overhauled and get the vehicle back in service," Johnson said.

"Our mechanics spend most of their time avoiding what they were taught in (trade) school," he added.

He indicated that trade schools spend a great deal of time teaching mechanics to overhaul components.

"If a trainee spends most of his time assembling and disassembling components, he won't know the fundamentals of the systems," he said.

Johnson said Ryder tries to select people who have good work habits and are "teachable." The company invests about $4,000 in training each mechanic, he said. About 15 percent of those hired are "raw recruits." The best mechanics, said Johnson, come from a farm background.

In order for "vo-tech" schools to develop good mechanics, truck users must supply equipment and

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Truck calendar

1985

Feb. 14-17 – Seventh Annual Convention, Truck Renting & Leasing Assn., The Registry, Scottsdale, Ariz.

Feb. 27-March 2 – 21st annual convention, National Truck Equipment Assn., Monterey Conference Center, Monterey, Calif.

April 10-11 – National Van Conversion Assn., first annual All Industry Supplier Show, Century Center, South Bend.

April 10-14 – First South Florida Truck Show, Miami Beach Convention Center.

April 20-23 – 22nd Annual Convention and Exposition, NADA American Truck Dealers Division, Sheraton Washington, Washington.

Aug. 6-11 – 31st annual Midwest Manufactured Housing/RV Show, Notre Dame University, South Bend.

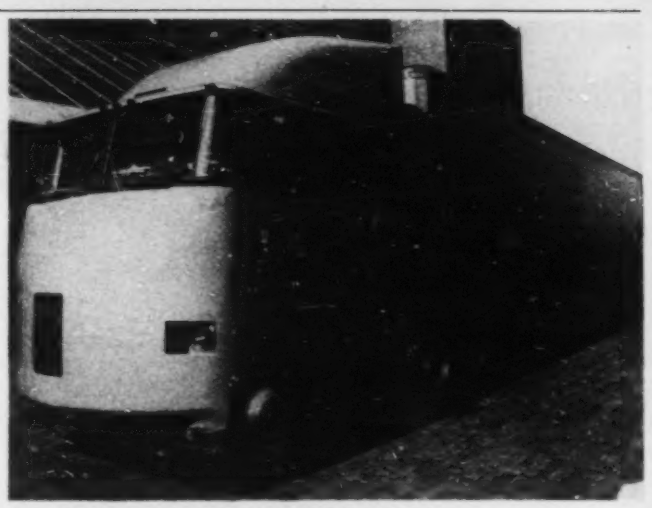
Oct. 20-24 – 52nd annual convention, American Trucking Assns., Hilton Hawaiian Village, Honolulu.

Oct. 29-Nov. 11 – 33rd Annual RV & Manufactured Housing Show, Dodger Stadium, Los Angeles.

Nov. 26-29 – 23rd Annual Show, Recreational Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

Big Three November, year-to-date sales

	November		year to date	
	1984	1983	1984	1983
Ford				
Vans	15,556	14,127	162,677	153,725
Club Wagon	2,983	2,478	29,784	26,807
Ranger	18,670	15,086	206,220	171,584
Courier	.....	.....	.....	5,657
Bronco	4,585	4,300	43,212	37,843
Bronco II	8,266	7,673	91,651	54,666
Pickups	45,835	40,820	504,739	409,325
Mediums	3,225	.....	36,978	.....
Heavies	890	655	11,055	6,857
Chevrolet				
Vans	10,179	12,406	146,520	129,882
Sportsvan	1,094	1,489	20,560	16,591
Astro	224	.....	224	.....
S-10	14,123	13,950	175,949	182,585
S-10 Blazer	12,224	11,573	130,727	93,592
El Camino	1,533	2,090	21,570	22,002
Blazer	3,549	3,127	43,461	27,454
Suburban	4,095	3,822	47,165	33,711
Pickups	37,026	37,561	427,565	372,662
Mediums	1,856	899	28,472	14,338
Chrysler				
Vans	5,019	4,956	66,130	66,299
Ram Wagon	2,904	2,800	37,032	33,609
Voyager	7,117	580	75,295	580
Caravan	7,577	756	78,385	756
Mini Ram Van	2,561	2	19,506	2
Ram 50	4,184	2,954	47,306	30,501
Other Plymouth Trucks	.....	127	378	7,039
Ramcharger	2,607	2,009	25,848	19,011
Rampage	417	690	9,260	9,746
Pickups	10,986	7,268	122,781	77,433
GMC				
Vans	3,558	3,069	43,380	42,491
Safari	17	.....	17	.....
S-15	3,440	3,170	40,971	37,350
S-15 Jimmy	3,164	2,648	31,736	18,821
Jimmy	736	695	7,910	6,475
Caballero	177	208	2,508	1,963
Suburbans	1,214	1,079	15,013	10,082
Pickups	10,019	9,119	113,068	95,779
P Models	567	309	5,576	3,752
Mediums	985	611	13,628	6,802



Modified Ford CLT 9000 'sips' fuel

This modified Ford CLT 9000 tractor/trailer combination, done by Bob Sliwa, a Glastonbury (O.) owner/operator, averaged 9.33 MPG on a cross-country run. Modifications included the conversion of a trailer nose cone to the front of the tractor. The rig was powered by a reworked Cummins 400 engine and a 13-speed Fuller RTO transmission.

Gains in truck design linked to technology

By Arthur Flax
Assistant Truck Editor

Advances in technology will improve the quality, payload, vehicle dynamics and emissions of trucks, according to a panel of chief truck engineers at the SAE Truck and Bus Meeting in Dearborn.

Paul A. Turvill, general manager, PACCAR, Inc., Technical Center, said, "We look at ourselves as capital-equipment suppliers. The most compelling reason our customers buy are economic."

He said improvements in trucks will come in the areas of more integrated aerodynamics and systems design, greater payload and higher efficiency.

To place the evolution of trucks in perspective, he said he recently heard "an IBM guy say planes are archaic compared to computers. If they had kept up, we would be able to fly from New York to L.A. in 44 minutes for $6.80. The only catch is, you would have to fit 600 people in the size of a shoebox."

"Trucks evolve, passenger cars surprise," said Ralph Tredway, director, light-duty engineering, General Motors Truck & Bus Group.

"My goal is not to make the vehicle last longer. I want to make the time it takes to wear the truck out more comfortable." Trucks, he said, don't have to last forever because advances in technology will make older vehicles obsolete. A truck, said Tredway, should require few repairs during its useful life.

To increase serviceability, Tredway predicted trucks will feature cleaned-up engine compartments, multiplex wiring (one wire control of electronic components) and greater use of access panels.

On his "wish list" were improvements in quality in design and manufacture, durability and utility.

Under the heading of utility, he envisioned a "deproliferation" of truck models and multi-use product design. For example, he said, one basic cab module could be used as the basis for an entire line of cabover and conventional trucks.

Among Tredway's visions of the future were computer-controlled, hydraulically variable suspensions to account for empty and loaded truck conditions, electromotive drive whereby a low pollutant constant-speed engine driving a generator would power a motor at each truck wheel and all-wheel steering which, he said, has applications on off-road utility vehicles and vans.

William B. Smyth, Freightliner

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Off-road track for Jeeps set up at Michigan deal

TAYLOR, Mich. – An off-road test track has been created at Taylor AMC/Jeep/Renault here to demonstrate the rough-terrain ride and handling characteristics of Jeep vehicles.

"Jeep sport/utility vehicles are right at home when it comes to tackling rough road and off-road environments," said Tom Szott, general manager, Taylor AMC/Jeep/Renault. "Hazards typically encountered by four-wheel-drive vehicles in the backwoods have been created behind our dealership."

The off-road course was designed with the assistance of Mark Smith, a Jeep enthusiast from Georgetown, Calif., who has been running the Jeepers Jamboree for more than 25 years.

The Jamboree is an annual event for Jeep CJ enthusiasts that takes them over the rugged terrain of the Rubicon Trail from Georgetown to Lake Tahoe, Nev.

The Taylor off-road course is one of a number built with Smith's assistance at AMC/Jeep/Renault dealerships in metropolitan markets across the country.

Szott said customer response to the new track has been outstanding.

"Faced with bog pits, rock piles and 'camelback' humps, their initial reaction is that there's no way any vehicle can get through these obstacles," Szott said. "But one trip around the track makes them believers.

"With the off-road track right behind our dealership, our customers can experience for themselves the remarkable tough terrain capabilities of Jeep vehicles before they buy," Szott said.

Quality, payload, dynamics, emissions improved, too

Technology assists truck design

Continued from Page 22

Corp. senior vice president – engineering and technology, said trucks will benefit from more integrated design.

He added that trucks would evolve aerodynamically, getting away from the "hang-on" aero aids and moving to ground-up aerodynamic design.

Suspension systems, he said, must be improved to enhance ride quality as well as handling.

"We need a better means of improving ride than using an air seat," he continued. "Heavy tractors are just a big mass of spring systems. New technology will allow us to get hold of that."

A high premium will be placed on lightweight vehicles, Smyth said. That will require tractor makers to get together with trailer builders.

"If you have a 15,000-pound tractor, maybe 10,000 pounds (and a loaded trailer), you're at the end of the fishbowl," he said.

Trucks, he said, must be made environmentally acceptable.

"If we don't reconcile that fact, we are burying our heads in the sand," Smyth said.

Edward T. Mabley, Ford Truck Operations heavy-truck product-development manager, said, "We must forget about any opportunity to waive (EPA's) particulate standards, and accept that there will be one."

It is better, he said, for the industry to consider the health benefits and go after the problem as a whole.

Frank Pekar, Mack Trucks, Inc., director of product development, predicted electronics would be used to improve drivetrain efficiency.

He envisioned low-profile/run-flat "super-single" tires, small high-temperature cooling systems for less frontal area and weight, more efficient and hotter-running engines to go with the cooling systems and retractable tractor-trailer gap seals for highway and city operation. He also anticipated effective splash and spray suppression devices and anti-lock brakes.

In fact, most engineers predicted anti-lock brakes would make a comeback.

Daniel L. Rivard, Ford Truck Operations light-duty product development manager, said, "If you look at the physics of the situation, it leads to anti-lock."

Smyth said truck users are beginning to see that anti-lock brakes will be beneficial.

"The day is not too far off when the marketplace will generate demand," he said.

Chevy deal for Ducote

Kenneth J. Ducote signs a Chevrolet agreement for Ken Ducote Chevrolet, Inc., Kaplan, La. Looking on are J.W. Croft, left, Chevrolet's New Orleans zone manager, and J.W. Cox Jr., assistant zone manager – sales.

GMC chieftain predicts record sales in 1985

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improvements in its larger vehicles.

The 8.2-liter Detroit Diesel V-8 turbodiesel has been bumped to 230 HP from 205, and torque has been improved from 430 to 505 foot pounds.

In addition to these increases in torque and power, Forester reported that emissions have been reduced with the addition of evaporative emission canisters for the first time on medium trucks. Use of this equipment, to meet new pollution standards, has reduced hydrocarbon emissions by 80 percent over uncontrolled units, he said.

Rock said the new Isuzu-built Forward cabover medium-truck continues to sell well. Offered in GVWs of 27,500 and 29,700 pounds, the Forward is powered by a 5.7-liter in-line six-cylinder turbodiesel. The engine is rated at 165 HP and 335 foot pounds of torque.

Asked about increased foreign competition in the heavy-duty market, Rock said he expects it to continue as manufacturers look to new markets to boost incremental sales.

"The economic cycle around the world has not picked up as it has in the U.S.," Rock said, adding that "these manufacturers are looking around the world to pick up volume."

Since heavy trucks represent only 7 percent of the market, Rock feels the influx of competitors is "a show of the need for a sorting out that is going to happen."

Japanese exports slip in September

TOKYO.—New-car exports by Japanese makers totaled 325,848 in September, compared with 329,705, a year earlier, according to figures compiled by the Japan Automobile Manufacturers Assn.

Leading destinations by make were: U.S. 147,970; West Germany, 19,684; Canada, 18,884; Malaysia, 14,986; U.K., 10,782; Australia, 9,527; Libya, 8,109; Puerto Rico,7,954; Netherlands, 6,138; Saudi Arabia, 5,523, and France, 5,030.

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Won't seek arbitration in Connecticut

Ford shifts stand on lemon law

HARTFORD.—In a move to concentrate on its national customer satisfaction program, Ford Motor Co. has withdrawn its application for Connecticut certification of its Lemon Law arbitration program.

The Ford decision leaves only one auto maker—Chrysler Corp.—applying for a state-authorized program in Connecticut.

The decision also seems to indicate a challenge by auto makers to take Connecticut's Lemon Law to court on a federal level, according to Rep. John J. Woodcock III, Democrat, who was a catalyst for implementation of the state Lemon Law several years ago.

Under guidelines of the Lemon Law revised by the Connecticut Legislature in 1984, to gain state approval of their consumer arbitration programs, manufacturers must comply with specified program concepts.

(The state arbitration program, in place since Oct. 1, allows car owners to address complaints involving manufacturers without certified programs to the state Department of Consumer Protection.)

Louis Plummer, Ford representative, said that Ford withdrew its application for certification because the company wanted to stress a national approach.

Ford preferred not to redesign its arbitration program to comply with Connecticut's limited requirements covering only new cars under warranty, Plummer said.

For its part, in October Connecticut rejected Ford's application, on a tentative basis. The state said that Ford's program ineffect in Boston should be extended to Connecticut and that the company's provisions for awards covering physical and property damage were limited.

While the matter of awards could have been resolved, Ford decided that the broader, national approach was preferable, said Plummer.

It may well be that when the first case is filed by a Connecticut consumer, the auto makers will seek relief in a federal court, said Woodcock.

Assistant State Attorney General Robert M. Langer disclosed that state government officials have voiced concern that if no manufacturer's certification is issued, the state Consumer Protection Department will experience unanticipated fiscal burdens.

Akama named president of Bridgestone in U.S.

TORRANCE, Calif.—Norifumi (Ken) Akama has been named president of Bridgestone Tire Co. of America. He succeeds Kunio Satake, who has returned to Japan for a new assignment with the parent Bridgestone Corp.

Akama, 46, has been with Bridgestone 24 years. Since April, 1983, he has been executive vice president of the company's U.S. sales and marketing subsidiary.

Dealers donate in Florida

The Florida Independent Automobile Dealers Assn. presented Dr. Lindy McGowan, second from right, executive director of Hope Enterprises, a check for $28,350 as a donation to the three homes for battered and abused children under the jurisdiction of Hope Enterprises. With McGowan, from left, are: Cher Ray, president, FIADA women's auxiliary; Bill Ray, FIADA president, and M.L. Vaughn, FIADA Marathon Committee chairman.

Power Equipment Options on 1984 U.S. Models

	Tinted glass	Percent of output	Power steering	Percent of output	Power brakes	Percent of output	Power side windows	Percent of output	Rear window defroster	Percent of output
AMC Total	152,143	72.93	99,122	47.51	208,624	100.00	1,936	0.93	147,878	70.88
Alliance	91,091	75.30	60,876	50.30	121,015	100.00	1,660	1.40	84,404	69.70
Encore	61,052	69.70	38,246	43.70	87,609	100.00	276	0.30	63,474	72.50
CHRYSLER CORP.	1,052,959	90.95	1,094,983	94.58	1,157,779	100.00	313,933	27.12	724,168	62.55
Plymouth Total	297,369	85.00	316,536	90.48	349,832	100.00	5,587	1.60	189,410	54.14
Horizon	118,470	80.10	118,913	80.40	147,902	100.00	NA	.....	79,571	53.80
Reliant	164,214	87.70	182,938	97.70	187,245	100.00	3,370	1.80	100,176	53.50
Gran Fury	14,685	100.00	14,685	100.00	14,685	100.00	2,217	15.10	9,663	65.80
Chrysler Total	369,797	98.39	375,853	100.00	375,853	100.00	250,788	66.73	299,177	79.60
LeBaron	110,466	98.80	111,808	100.00	111,808	100.00	51,991	46.50	69,209	61.90
Laser	65,537	94.00	69,720	100.00	69,270	100.00	28,376	40.70	54,660	78.40
New Yorker/E-Class	105,709	99.50	106,240	100.00	106,240	100.00	82,336	77.50	87,223	82.10
Fifth Avenue	88,085	100.00	88,085	100.00	88,085	100.00	88,065	100.00	88,085	100.00
Dodge Total	385,793	89.28	402,594	93.17	432,094	100.00	57,558	13.32	235,581	54.52
Omni	120,122	84.30	116,703	81.90	142,494	100.00	NA	.....	66,972	47.00
Aries	132,166	87.70	147,236	97.70	150,702	100.00	4,973	3.30	78,214	51.90
Daytona	49,660	92.60	53,635	100.00	53,635	100.00	20,059	37.40	39,636	73.90
Dodge 600	36,297	97.10	37,381	100.00	37,381	100.00	13,195	35.30	26,092	69.80
Dodge 600K	23,916	98.60	24,013	99.00	24,256	100.00	12,007	49.50	9,145	37.70
Diplomat	23,626	100.00	23,626	100.00	23,626	100.00	7,324	31.00	15,522	65.70
FORD MOTOR	1,544,481	85.16	1,626,982	89.71	1,577,257	86.97	746,143	41.14	128.873	62.24
Ford Division	954,327	80.83	1,018,323	86.25	978,857	82.90	298,739	25.30	596,489	50.52
Escort	153,956	46.40	189,127	57.00	135,044	40.70	NA	.....	118,785	35.80
Mustang	140,065	99.00	141,055	99.70	136,387	96.40	49,094	34.70	69,184	48.90
LTD	205,406	96.10	213,742	100.00	213,742	100.00	62,626	29.30	121,833	57.00
Thunderbird	167,311	98.10	170,551	100.00	170,551	100.00	126,549	74.20	111,029	65.10
Crown Victoria	84,793	98.50	86,084	100.00	86,084	100.00	51,909	60.30	54,491	63.30
EXP	14,661	63.70	8,654	37.60	23,016	100.00	NA	.....	12,866	55.90
Tempo	188,135	87.90	209,110	97.70	214,033	100.00	8,561	4.00	108,301	50.60
L-M Division	590,154	93.26	608,659	96.18	598,409	94.56	447,404	70.70	532,384	84.13
Mercury Total	432,720	91.03	451,225	94.92	440,966	92.76	289,970	61.00	374,950	78.87
Lynx	31,377	47.50	43,002	65.10	31,641	47.90	NA	.....	25,828	39.10
Capri	20,539	99.50	20,312	98.40	20,642	100.00	4,851	23.50	18,764	90.90
Marquis	106,842	99.10	107,812	100.00	107,812	100.00	80,967	75.10	96,384	89.40
Cougar	128,810	98.20	131,171	100.00	131,171	100.00	109,003	83.10	109,134	83.20
Grand Marquis	89,889	99.50	90,341	100.00	90,341	100.00	90,341	100.00	80,855	89.50
Topaz	55,263	93.10	58,587	98.70	59,359	100.00	4,808	8.10	43,985	74.10
Lincoln Total	157,434	100.00	157,434	100.00	157,434	100.00	157,434	100.00	157,434	100.00
Continental	30,468	100.00	30,468	100.00	30,468	100.00	30,468	100.00	30,468	100.00
Lincoln	93,622	100.00	93,622	100.00	93,622	100.00	93,622	100.00	93,622	100.00
Mark VI/VII	33,344	100.00	33,344	100.00	33,344	100.00	33,344	100.00	33,344	100.00
GENERAL MOTORS	4,556,774	91.35	4,578,591	91.79	4,726,093	94.75	2,197,883	44.06	3,056,572	61.28
Buick Total	956,854	96.85	985,072	99.71	987,980	100.00	486,765	49.27	661,976	67.00
Skylark	102,778	92.42	111,211	100.00	111,211	100.00	13,266	11.92	75,916	68.26
Skyhawk	130,854	90.00	142,485	98.00	145,393	100.00	11,631	8.00	105,991	72.90
Century	215,021	98.00	219,858	100.00	219,858	100.00	103,507	47.00	157,384	72.00
Regal	221,437	99.00	224,754	100.00	224,754	100.00	114,951	51.00	115,430	51.00
LeSabre/Elec.(rwd)	228,901	100.00	228,901	100.00	228,901	100.00	185,547	81.00	160,725	70.00
Riviera	57,863	100.00	57,863	100.00	57,863	100.00	57,863	100.00	46,530	80.00
Cadillac Total	300,300	100.00	300,300	100.00	300,300	100.00	297,607	99.10	217,463	72.42
Cimarron	21,898	100.00	21,898	100.00	21,898	100.00	19,205	87.70	21,898	100.00
Seville	39,997	100.00	39,997	100.00	39,997	100.00	39,997	100.00	34,117	85.30
Eldorado	77,806	100.00	77,806	100.00	77,806	100.00	77,807	100.00	56,256	72.30
Cadillac	160,599	100.00	160,599	100.00	160,599	100.00	160,599	100.00	105,192	65.50
Chevrolet Total	1,557,325	84.43	1,620,778	87.87	1,621,050	87.89	453,635	24.60	1,038,409	56.30
Chevette	107,318	44.00	42,927	17.60	40,732	16.70	NA	.....	92,196	37.80
Cavalier	373,467	80.73	440,869	95.30	462,612	100.00	4,349	9.40	230,381	49.80
Celebrity	293,824	95.00	309,288	100.00	309,288	100.00	58,146	18.80	187,738	60.70
Camaro	248,198	94.88	261,592	100.00	243,542	93.10	131,581	50.30	172,128	65.80
Citation	83,440	81.64	101,285	99.10	100,059	97.90	3,679	3.60	65,002	63.60
Monte Carlo	131,444	96.10	136,778	100.00	136,778	100.00	63,875	46.70	75,091	54.90
Chevrolet	268,087	96.96	276,492	100.00	276,492	100.00	140,458	50.80	167,831	60.70
Corvette	51,547	100.00	51,547	100.00	51,547	100.00	51,547	100.00	48,042	93.20
Oldsmobile Total	1,109,306	96.95	1,143,070	99.90	1,144,225	100.00	696,596	60.88	756,432	66.11
Omega	46,840	88.40	52,986	100.00	52,986	100.00	6,305	11.90	35,501	67.00
Firenza	71,258	86.40	81,320	98.60	82,475	100.00	5,608	6.80	49,073	59.50
Cutlass Supreme	304,487	98.50	309,124	100.00	309,124	100.00	146,525	47.40	157,344	50.90
Cutlass Ciera	267,920	95.40	280,839	100.00	280,839	100.00	119,357	42.50	196,868	70.10
88/98 (rwd)	370,701	100.00	370,701	100.00	370,701	100.00	370,701	100.00	272,095	73.40
Toronado	48,100	100.00	48,100	100.00	48,100	100.00	48,100	100.00	45,551	94.70
Pontiac Total	632,989	89.01	529,351	74.44	672,538	94.57	263,280	37.02	382,292	53.76
2000	144,235	85.20	162,349	95.90	169,290	100.00	17,606	10.40	89,724	53.00
1000	22,749	41.30	14,927	27.10	16,800	30.50	NA	.....	28,313	51.40
Firebird	124,455	97.00	128,304	100.00	128,304	100.00	73,646	57.40	78,779	61.40
Phoenix	16,488	72.20	22,732	99.50	22,520	98.60	1,560	6.80	14,625	64.00
Gd.Prix/Bon.	52,781	99.20	53,222	100.00	52,222	100.00	30,102	56.60	17,219	32.40
Parisienne	25,522	99.60	25,624	100.00	25,624	100.00	18,959	74.00	11,810	46.10
Fiero	126,375	93.90	NA	.....	134,585	100.00	60,159	44.70	56,929	42.80
A 6000	120,384	98.50	122.193	100.00	122,193	100.00	61,248	50.10	84,893	69.50
HONDA	117,200	100.00	108,644	92.70	117,200	100.00	NA	.....	117,200	100.00
VOLKSWAGEN	104,301	100.00	9,394	9.00	104,301	100.00	NA	.....	104,301	100.00
Total Cars, U.S.	7,527,858	89.73	7,517,696	89.61	7,891,254	94.06	3,259,895	38.86	5,278,992	62.92

Ford, brewer to sponsor 5 drag-race cars

DETROIT.—Ford Motor Co. and Anheuser-Busch, Inc., will go a step beyond the norm in their sponsorship of drag racing this year.

Usually, a sponsor concentrates efforts in one class of racing. In 1985, however, Ford and the big brewer are teaming up to sponsor five cars and drivers in five of drag racing's complicated system of clasification.

Their decals will be on cars in these classes: Funny Car (Tempo), Pro Stock (Thunderbird), Super Gas (Thunderbird), Super Stock (Mustang) and Competition Eliminator (Mustang). The cars will be on the Budweiser Motorcraft Superteam.

"This is a logical expansion of our involvement with motorsport," said Kenneth W. Myers, product and marketing manager for Ford Parts and Service Division.

He said Ford hopes to see records set by each of the five drivers and their cars during the coming season.

Kenny Bernstein, of Dallas, Funny Car record holder with a speed of 260.11 MPH, put together the five-car team. He said Ford and Anheuser-Busch will spend about $750,000 during the year.

French body firm to build Taiwanese plant

TAIPEI, Taiwan.—Chausson of France, which has been designing and manufacturing molds, auto bodies and van assemblies for 47 years, plans to build a factory here.

San Fu Motors, the local representative for Renault, said Chausson would manufacture molds for auto bodies in Taiwan and would also offer design services.

1985 opens with a short week

Makers start year with 112,590

By Louise Kertesz
Detroit Reporter

Domestic makers, returning to work after the holidays, scheduled production of 112,590 cars during the first week of 1985.

The total for the three-day work week was 34.28 percent below the 171,313 for the full work week ended Dec. 22, 1984, and 17.27 percent lower than the 136,097 cars built during the first week of 1984 when plants operated for four days.

American Honda's Marysville (O.) facility was the only U.S. assembly plant operating during the short week ended Dec. 29. It built 1,536 Accords in the three-day period.

Actual production figures show that December output of 562,005 cars was down 8.47 percent from 1983's 614,038.

Companies shared last week's estimated production as follows: General Motors, 60.91 percent; Ford Motor Co., 21.86 percent; Chrysler Corp., 14.30 percent; American Honda, 1.68 percent; Volkswagen of America, 1.07 percent, and New United Motor Mfg., Inc., 0.18 percent.

American Motors' Kenosha facility was down last week for inventory adjustment. The plant is scheduled to resume production today (Jan. 7).

GM's Fiero plant in Pontiac was down last week in what a spokesman called "the second phase of facility changes needed to accelerate production of the V-6 and GT models." The plant is scheduled to return to work today.

U.S. production of the Pontiac 6000, which began in Tarrytown, N.Y., in early December, will now be included in the weekly report.

Also included is estimated output of the Nova, the GM-Toyota joint venture car built in Fremont, Calif. by New United Motor Mfg., Inc. (NUMMI).

GM scheduled two overtime shifts Saturday (Jan. 5) at the following plants: Flint (Buick B and G Lines); Lansing (Oldsmobile No. 1); Detroit; Doraville, Ga.; Fairfax, Kans.; Janesville, Wis.; Lakewood, Ga.; Leeds, Mo.; Lordstown, O.; Oklahoma City; Willow Run, Mich., and Wilmington, Del.

One shift was scheduled Saturday at GM plants in Lansing (Oldsmobile No. 2) and Orion Township, Mich.

Chrysler scheduled one overtime shift Saturday at its plant in Sterling Heights, Mich., and two shifts at its facility in St. Louis (No. 2).

Chrysler also has scheduled a nine-hour daily shift this week at the Sterling Heights plant. Two nine-hour daily shifts are scheduled for the St. Louis plant.

California to get Merkur Jan. 24, two months early

Continued from Page 3

800 number hotline to handle customer complaints and a personal followup from a Ford Parts and Service Division representative after the sale to ensure customer satisfaction.

"Within 30 days, new owners will receive a letter from Lincoln-Mercury Division thanking them for selecting a Merkur," Rewey said. "Included with the letter will be a unique Merkur key chain and special owner's identification card personalized with his or her name, vehicle number, delivery date and the hotline 800 number."

The buyer will receive an owner's log book in which service information and trip logs can be recorded. The first mailing will also have a customer satisfaction survey. A newsletter is being started by the division to keep the owner body up to date on press and industry reaction to Merkur as well as other functional and technical information.

As part of the Merkur launch on the West Coast, Lincoln-Mercury is supplementing the 36/36 warranty with a full maintenance provision for buyers in California, Oregon, Washington, Alaska and Hawaii. According to Rewey, the only things the buyers will be responsible for in the first three years of ownership in those states will be gas and oil. Twenty percent of XR4Ti's production has been allocated to the West Coast.

The XR4Ti is a three-door hatchback powered by a 175 HP turbocharged 2.3-liter four-cylinder fuel-injected engine. The rear-wheel-drive car features five-passenger seating, a unique bi-plane rear spoiler, gas shocks and a high level of standard equipment. Only five regular extra-cost options will be offered initially; automatic transmission, moonroof, power window and door lock convenience group, leather trim and metallic paint. Speed control and a fuel computer are options that will be added later.

The cars are assembled for Ford by Wilhelm Karmann GmbH of Germany and will be shipped to five U.S. ports—Baltimore; Jacksonville, Fla.; Houston; Los Angeles, and Portland, Ore.

Rewey feels that XR4Ti, which is being positioned against other European imports such as BMW, Volvo, Saab and Audi, won't cut into Ford's sales of the SVO Mustang. When asked what domestic cars Lincoln-Mercury expects to conquest with Merkur, he identified Corvette, Fiero and Firebird. The company is also looking at owners of Japanese cars who want to move up.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 5, 1985	Week Ended Jan. 7, 1984	Week Ended Dec. 22, 1984	Dec. Total	Jan.1 to Jan. 7, 1984	Jan. 1 to Jan. 5, 1985
AMERICAN MOTORS	366	488	609	1,829	488	366
FORD MOTOR	6,078	7,014	11,061	32,146	7,014	6,078
GENERAL MOTORS	5,120	9,867	7,975	24,922	9,867	5,120
VOLVO	135	128	249	675	128	135
Total Cars, Canada	11,699	17,497	19,894	59,572	17,497	11,699

TRUCK PRODUCTION IN U.S.☆

	Week Ended Jan. 5, 1985	Week Ended Jan. 7, 1984	Week Ended Dec. 22, 1984	Dec. Total	Jan.1 to Jan. 7, 1984	Jan. 1 to Jan. 5, 1985
CHEVROLET	14,056	15,912	20,518	66,696	15,912	14,056
DODGE	2,100	3,109	4,694	15,563	3,109	2,100
FORD	14,803	16,304	23,828	75,170	16,304	14,803
GMC	4,092	5,259	7,646	23,876	5,259	4,092
INTERNATIONAL	952	953	1,582	4,717	953	952
JEEP	2,475	2,777	3,985	12,121	2,777	2,475
NISSAN	1,320*	1,321	2,632	8,011	1,321	1,320
AM GENERAL	30*	40*	50*	200*	40*	30*
MISCELLANEOUS	600*	800*	1,000*	4,000*	800*	600*
Total Trucks, U.S.	40,438	46,475	65,935	210,354	46,475	40,438

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 5, 1985	Week Ended Jan. 7, 1984	Week Ended Dec. 22, 1984	Dec. Total	Jan.1 to Jan. 7, 1984	Jan. 1 to Jan. 5, 1985
CHRYSLER CORP.	5,700	4,374	7,264	26,037	4,374	5,700
FORD MOTOR	2,128	2,702	2,563	10,831	2,702	2,128
GENERAL MOTORS	3,976	5,028	5,885	16,587	5,028	3,976
INTERNATIONAL	141	107	229	545	107	141
Total Trucks, Canada	11,945	12,211	15,941	54,000	12,211	11,945
N. American Trucks	52,383	58,686	81,876	264,354	58,686	52,383

* — Now includes window van production. ☆ — Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production opens January with 40,438

Domestic makers scheduled assembly of 40,438 trucks during the three-day week that began the year.

The total was 38.67 percent below the 65,935 built during the final work week of December and 12.99 percent lower than the 46,475 assembled in the first week of 1984, when plants worked four days.

December's actual production of 210,354 trucks was up a bit (1.68 percent) from 1983's 206,872 and was the best December build since 1978's 276,248 units.

General Motors' Pontiac Truck and Bus Plant No. 2 is down for inventory adjustment until Jan. 21. The shutdown involves 1,800 workers.

Pontiac Truck and Bus Plant No. 6 is down until Jan. 14 due to a shortage of parts needed to meet an emission control standard that became effective Jan. 1. It means a layoff of 2,000 people.

GM scheduled two overtime shifts Saturday (Jan.5) at its plants in Janesville, Wis.; St. Louis, and Lordstown, O.

First '85 week brings 11,699 cars in Canada

Returning for a three-day work week after the holidays, Canadian makers scheduled production of 11,699 cars last week, 41.19 percent below the 19,894 built during the full week ended Dec. 22 and 33.14 percent lower than the year-ago week's 17,497, which had one more work day.

December auto output of 59,572 was down 17.97 percent from the year-ago month's 72,618.

The truck build was pegged at 11,945 last week, a drop of 25.07 percent from the 15,941 assembled in the final work week of December and 2.20 percent less than the year-ago week's 12,211.

December's production of 54,000 trucks was the best ever for that month.

Chrysler Corp.'s Windsor (Ont.) plant scheduled assembly of 1,720 Plymouth Voyagers, 1,828 Dodge Caravans and 396 Mini Ram Vans, starting the year with a total of 3,944 T-115s.

F&I firm moves

ARLINGTON, Tex.—F&I Management & Affiliates has moved to expanded office facilities.

U. S. CAR PRODUCTION

	Week Ended Jan. 5, 1985	Week Ended Jan. 7, 1984	Week Ended Dec. 22, 1984	Dec. Total	Jan.1 to Jan. 7, 1984	Jan. 1 to Jan. 5, 1985
AMERICAN MOTORS	.....	.....	5,024	14,863	.....	.....
Renault Total	.....	.....	5,024	14,863	.....	.....
Alliance	.....	.....	3,102	9,240	.....	.....
Encore	.....	.....	1,922	5,623	.....	.....
CHRYSLER CORP.	16,100	16,990	26,600	82,861	16,990	16,100
Plymouth Total	4,400	4,245	7,655	23,386	4,245	4,400
Horizon	1,600	385	2,750	8,319	385	1,600
Reliant	1,800	3,526	3,313	10,008	3,526	1,800
Caravelle	800	128	1,238	3,977	128	800
Gran Fury	200	206	354	1,082	206	200
Chrysler Total	6,000	6,770	9,198	28,813	6,770	6,000
LeBaron	1,400	1,858	2,601	7,662	1,858	1,400
LeBaron GTS	1,000	.....	1,342	4,595	.....	1,000
Laser	700	1,572	1,190	3,654	1,572	700
New Yorker E-Class	700	1,757	1,500	4,467	1,757	700
Fifth Avenue	2,200	1,583	2,565	8,435	1,583	2,200
Dodge Total	5,700	5,975	9,747	30,662	5,975	5,700
Omni	1,700	346	2,840	8,440	346	1,700
Aries	1,400	2,880	2,785	8,537	2,880	1,400
Daytona	600	1,341	997	2,965	1,341	600
Dodge 600	800	1,280	1,570	4,667	1,280	800
Lancer	800	.....	900	3,416	.....	800
Diplomat	400	128	655	2,627	128	400
FORD MOTOR	24,608	29,092	38,437	121,192	29,092	24,608
Ford Division	15,995	20,086	23,829	76,146	20,086	15,995
Escort	4,135	5,946	6,526	18,806	5,946	4,135
Mustang	2,103	2,551	3,400	10,691	2,551	2,103
LTD	3,291	3,524	4,708	15,125	3,524	3,291
Thunderbird	2,373	3,280	2,773	9,306	3,280	2,373
Crown Victoria	1,296	1,636	2,183	7,192	1,636	1,296
EXP	333	434	591	2,791	434	333
Tempo	2,464	2,715	3,648	12,235	2,715	2,464
L-M Division	8,613	9,006	14,608	45,046	9,006	8,613
Mercury Total	6,453	5,858	10,986	33,051	5,858	6,453
Lynx	1,090	1,027	2,160	6,570	1,027	1,090
Capri	297	256	438	1,212	256	297
Marquis	1,599	1,237	3,162	8,453	1,237	1,599
Cougar	1,977	1,549	2,308	7,959	1,549	1,977
Grand Marquis	864	1,193	1,442	4,838	1,193	864
Topaz	626	596	1,476	4,019	596	626
Lincoln Total	2,160	3,148	3,622	11,995	3,148	2,160
Continental	390	609	655	2,178	609	390
Lincoln	1,530	786	2,565	8,496	786	1,530
Mark VI/VII	240	1,753	402	1,321	1,753	240
GENERAL MOTORS	68,592	86,000	96,098	319,817	86,000	68,592
Buick Total	14,313	19,227	18,780	67,712	19,227	14,313
Skylark	1,905	2,720	2,717	9,389	2,720	1,905
Skyhawk	1,455	2,963	1,943	5,616	2,963	1,455
Somerset Regal	1,296	.....	1,588	5,925	.....	1,296
Century	2,858	3,619	3,958	15,260	3,619	2,858
Regal	2,088	3,953	2,269	8,853	3,953	2,088
LeSabre/Electra	2,868	4,742	3,227	12,116	4,742	2,868
Riviera	698	1,060	1,168	4,054	1,060	698
Electra (fwd)	1,145	170	1,910	6,499	170	1,145
Cadillac Total	5,140	5,754	7,587	24,910	5,754	5,140
Cimarron	376	359	143	358	359	376
Seville	471	589	761	2,615	589	471
Eldorado	880	1,130	1,520	5,254	1,130	880
Cadillac (rwd)	974	3,599	1,701	5,997	3,599	974
DeVille (fwd)	2,439	77	3,462	10,686	77	2,439
Chevrolet Total	25,309	28,161	35,816	112,800	28,161	25,309
Chevette	2,367	3,489	3,076	10,154	3,489	2,367
Cavalier	7,245	6,955	9,567	29,184	6,955	7,245
Celebrity	3,436	4,501	4,643	17,071	4,501	3,436
Camaro	3,056	4,580	5,379	15,868	4,580	3,056
Citation	1,295	1,489	1,771	5,889	1,489	1,295
Malibu/El Camino	420	516	543	630	516	420
Monte Carlo	1,344	3,760	2,579	7,742	3,760	1,344
Chevrolet	5,570	2,257	7,244	23,232	2,257	5,570
Corvette	576	614	1,014	3,030	614	576
Oldsmobile Total	17,119	23,385	23,975	76,706	23,385	17,119
Omega	.....	1,397	.....	.....	1,397	.....
Firenza	1,247	1,751	1,487	4,776	1,751	1,247
Cutlass Supreme	2,553	6,647	3,858	12,397	6,647	2,553
Cutlass Ciera	5,086	4,676	7,205	20,785	4,676	5,086
88/98 (rwd)	3,583	8,063	4,703	16,988	8,063	3,583
Olds 98 (fwd)	1,909	140	3,064	9,653	140	1,909
Calais	2,220	.....	2,787	9,088	.....	2,220
Toronado	521	711	871	3,019	711	521
Pontiac Total	6,711	9,473	9,940	37,689	9,473	6,711
Acadian**	.....	243	271	1,179	243	.....
2000 Sunbird	2,078	2,544	2,328	7,709	2,544	2,078
1000	490	570	488	2,214	570	490
Firebird	1,624	2,346	2,045	8,130	2,346	1,624
Phoenix	.....	399	.....	.....	399	.....
6000	110	.....	.....	111	.....	110
Grd. Prix/Bon'vle	.....	1,202	.....	.....	1,202	.....
Parisienne	1,050	437	1,307	5,532	437	1,050
Fiero	.....	1,732	2,029	6,736	1,732	.....
Grand Am	1,359	.....	1,472	6,078	.....	1,359
HONDA	1,890	2,147	3,151	10,743	2,147	1,890
NUMMI (Nova)	200*	.....	.....	20	.....	200*
VOLKSWAGEN	1,200	1,868	2,003	12,509	1,868	1,200
Total Cars, U.S.	112,590	136,097	171,313	562,005	136,097	112,590
Total Cars, Canada	11,699	17,497	19,894	59,572	17,497	11,699
N. American Cars	124,289	153,594	191,207	621,577	153,594	124,289
N. American Trucks	52,383	58,686	81,876	264,354	58,686	52,383
North American Cars and Trucks	176,672	212,280	273,083	885,931	212,280	176,672

*Estimated.
**— All Acadians are built for sale in Canada.

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A new car and a new business concept

GM's Saturn Corp.: Something for all

By Marjorie Sorge
Labor Editor

General Motors' new subsidiary, Saturn Corp., offers an entirely new concept in doing business, a new subcompact car and it has something for everybody.

According to GM Chairman Roger B. Smith, it is also the first time GM has added a new nameplate since 1918 when Chevrolet joined GM. The Saturn car is expected to appear as a 1989 model.

Headquarters for Saturn will be in the Detroit area, according to Jospeh J. Sanchez, president of the new corporation. No site has been selected for the actual production facilities although some sources say Michigan, Ohio and Kentucky are primary possibilities.

Saturn gives GM a learning center for new ideas, involves the UAW in its entire operation and creates an entirely new UAW-GM labor agreement, moves toward stopping the Japanese production onslaught in the U.S., allows Ford Motor Co. and Chrysler Corp. to watch and see if GM can make it before they come out with their Alpha and Concept 90 projects respectively and boosts shareholder confidence, observers said.

The corporation may someday become a multinational marketing company and the Saturn may become a world car, Sanchez said.

The new corporation will eventually have assets of $5 billion and initial capitalization of $150 million, Smith said. It will be a self-contained business reporting to Lloyd E. Reuss, head of the Chevrolet-Pontiac-GM of Canada passenger-car group.

At $5 billion, Saturn Corp. is bigger than American Motors which has assets of almost $2 billion. But Sanchez said he would like the company to be "Chrysler-size as soon as we can."

Chrysler had assets of about $7 billion in 1983.

According to Smith, GM formed Saturn as a separate corporation so it would start with a "clean sheet" and produce a minimum amount of paperwork.

"When you start a brand-new corporation, you don't hand them all of the great big personnel, purchasing, financial manuals," he said. "When they start off by themselves they're going to develop their own systems.

"And I'm hopeful that working with EDS (GM's new data processing subsidiary, Electronic Data Systems) they can develop a system where everything is on computers and you don't get a bundle of reports coming in every morning telling you a lot of things you never wanted to know anyway.

"What I'm hoping is that they'll go punch their computers and bring up any piece of data they want. We may not even have a mail boy except to the order room down there."

Some analysts believe that Saturn Corp. will end up being GM's high-tech subsidiary and all

Continued on Page 57, Col. 1

More on Saturn
Reaction, Page 3
Marketing plans, Page 3

Saturn—concept for the future

Joe Wilsons photos

Proud of the 'clean-sheet' results

Saturn, General Motors' new subsidiary, has something for everybody. The high-tech corporation was created to start with a "clean sheet" with a minimum amount of paper work and has a new company-union joint relationship. From left, are GM Chairman Roger B. Smith, GM President F. James McDonald, UAW Vice President Donald Ephlin and GM Vice Chairman Howard Kehrl.

Saturn model lineup is expected to grow

By Dan McCosh
Detroit Reporter

GM's Saturn Corp. is expected to quickly expand beyond the basic two-door and four-door sedans that will launch the "no-year car" program, say GM sources close to the program.

A "sporty" liftback sedan, station wagon and possibly a minivan are further derivatives in the works, giving the new franchise sufficient depth to sustain considerably more than the initial planned 500,000-annual selling volume GM expects.

Addition of the new models also could dramatically increase the volume of the Saturn project—possibly even up to the one-million-per-year range implied by Saturn President Joseph J. Sanchez' claim that Saturn will get "as big as Chrysler."

GM's announcement that Saturn wouldn't go to other divisions handling small cars disappointed many GM dealers, but GM executives insist that neither Chevrolet nor Pontiac will be shortchanged in the small-car field.

The Saturn project still doesn't have an official launch date, but GM Chairman Roger B. Smith indicates that the car could be in production within two years after construction of the new plant begins. This points to a 1988 launch, probably for a 1989 model year designation.

The Saturn project car unveiled at the Saturn Corp. announcement had running gear installed—notably a 1.9-liter all-aluminum engine constructed with a "lost foam technique" block. It was the first time since the ill-fated Vega that GM has shown an all-aluminum engine.

"The four-cylinder engine is one of several we have under consideration, we have to make that

Continued on Page 57, Col. 4

Holiday sales slump leads to 63-day supply

Car stocks rise to 11-month high

By Kathleen Hamilton
Assistant Managing Editor

The number of new domestic cars in dealer and factory inventories on Jan. 1 rose to 1,417,164, the highest level since July 1, thanks in large part to the traditional holiday buying slump.

That translated into a 63-day supply of cars—the highest days-suply figure since Feb. 1, when the supply also was worth 63 days.

On Dec. 1, there were 1,405,417 cars in stock—a 58-day supply. On Jan. 1, 1984, the stockpile was 1,357,995, worth 66 days.

Each make and market segment experienced a month-to-month increase in days-supply levels. The sales rates at each of the makers were to blame: Fewer sales mean their stockpiles will last longer.

American Motors' figures are worth a second look: Its sales declined during the month, but its production increased. Since companies count any cars shipped to dealers as sales on its year-end balance sheet, the effect of a 133-day supply on Jan. 1 will be worth millions of dollars on 1984's books. The ideal stockpile for a domestic make is a 50-day supply, although the industry average for the subcompact segment—AMC's strong suit—is way above that ideal.

Chrysler Corp.'s rather large increase in its days-supply figure, on the other hand, is due solely to decreased sales; its production stayed steady during the month.

Ford Motor Co. noted its heavy stock of EXP reflects dealer stockpiling in anticipation of Ford's plan to halt production on the model until 1985½. High numbers for Grand Marquis and Crown Victoria also reflect

Continued on Page 58, Col. 1

breaking news

Roberts, Edsel Ford promoted

DEARBORN.—Ross H. Roberts has been appointed general marketing manager for Ford Division, and Edsel B. Ford II has succeeded him as general marketing manager for Lincoln-Mercury Division. Both appointments are effective Feb. 1. Ford formerly was advertising manager for Ford Division. Roberts succeeds Thomas J. Wagner, who will become L-M general manager Feb. 1.

UAW petitions NLRB for EDS election

DETROIT.—The UAW has submitted representation petitions for 14 EDS units in the U.S. to the National Labor Rela-

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ACO EDITOR
ACO EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY ST6800
BETHESDA MD 20814

GM's new baby

Saturn gets an engine

GM unveiled a running prototype of the four-door Saturn sedan, with sheet metal unchanged from the first Saturn announcement more than a year ago. Reversing GM's normal styling procedure, a new body shape is still under development, according to the GM Design Staff. Saturn ultimately will get a more rounded shape.